

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Introducing the Saratoga idea:

Enjoy smoking longer  
without smoking more.

# Saratoga 120's.

That's the  
Saratoga idea.

More puffs  
than 100's.  
Longer and slimmer  
than 100's for  
extra smoking time  
and pleasure,  
without smoking  
more cigarettes.

Priced no more  
than 100's.

More than just  
a new brand.  
Saratoga 120's are  
a whole new idea  
in smoking  
pleasure.  
Look for them in  
the new 120 mm  
crush-proof box.

Menthol and  
Regular.

"I like this white 120.  
If I wanted  
a brown smoke  
I'd buy a cigar"



16 mg "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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